

FIG. 1

097674-02601

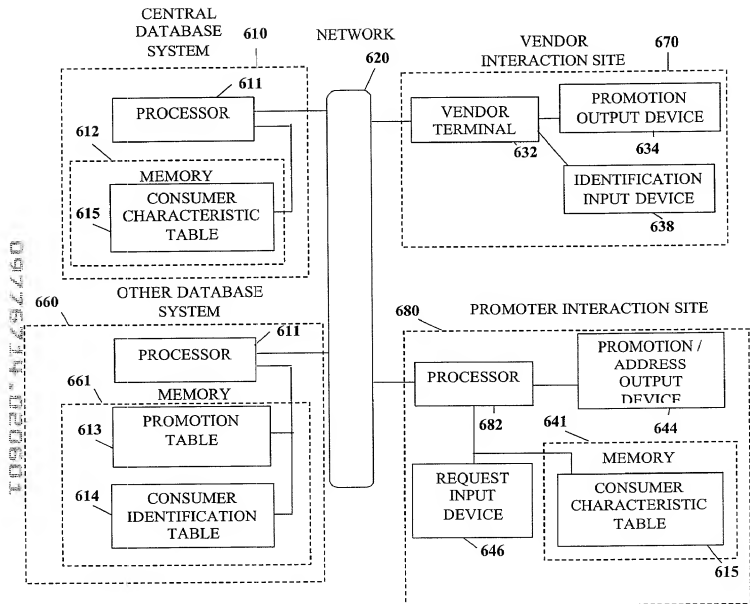


FIG. 2

DATA RECORD A	
START INDICATOR	710a
RECORD ID #	710b
PROMOTION IDENTIFICATION #	710c ← 710
CLIENT	710d
DESIRED CONSUMER CHARACTERISTIC(S)	710e
PRIORITY	710f
PROMOTION CHARACTERISTIC(S)	710g
END INDICATOR	710h

FIG. 3a

DATA RECORD B	
START INDICATOR	720a ← 720
RECORD ID #	720b
CONSUMER NAME	720c
ID INFO 1	720d
ID INFO 2	720e
ID INFO N	720f
CONSUMER INFO	720g
END INDICATOR	720h

FIG. 3b

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DATA RECORD C	
START INDICATOR	730a
RECORD ID #	730b
CONSUMER ID INFO	730c
PROMOTION RECEIVED 1	730d
PROMOTION RECEIVED 2	730e
PROMOTION RECEIVED N	730f
CONSUMER CHAR. 1	730g
CONSUMER CHAR. 2	730h
CONSUMER CHAR. N	730i
END INDICATOR	730j

← 730

FIG. 4a

DATA RECORD D	
START INDICATOR	740a
RECORD ID #	740b
CONSUMER NAME	740c
DEMOGRAPHIC INFO 1	740d
DEMOGRAPHIC INFO 2	740e
DEMOGRAPHIC INFO 3	740f
DEMOGRAPHIC INFO N	740g
END INDICATOR	740h

← 740

FIG. 4b

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DATA RECORD E	
START INDICATOR	750a
RECORD ID #	750b
CONSUMER NAME	750c ← 750
PURCHASE INFO 1	750d
PURCHASE INFO 2	750e
PURCHASE INFO 3	750f
PURCHASE INFO N	750g
END INDICATOR	750h

FIG. 5

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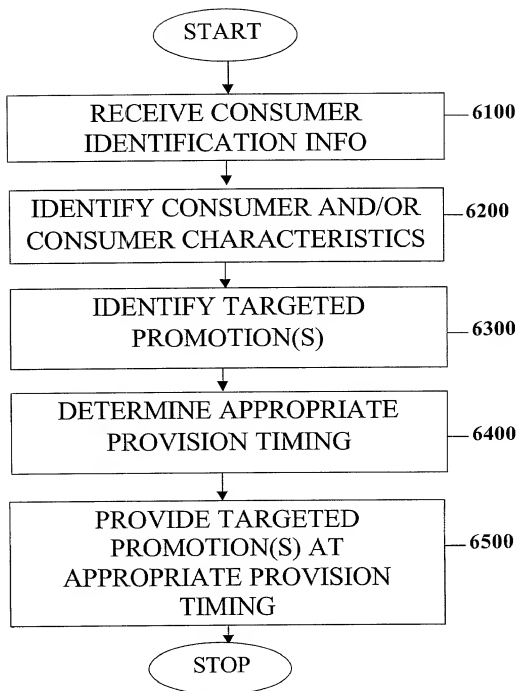


FIG. 6

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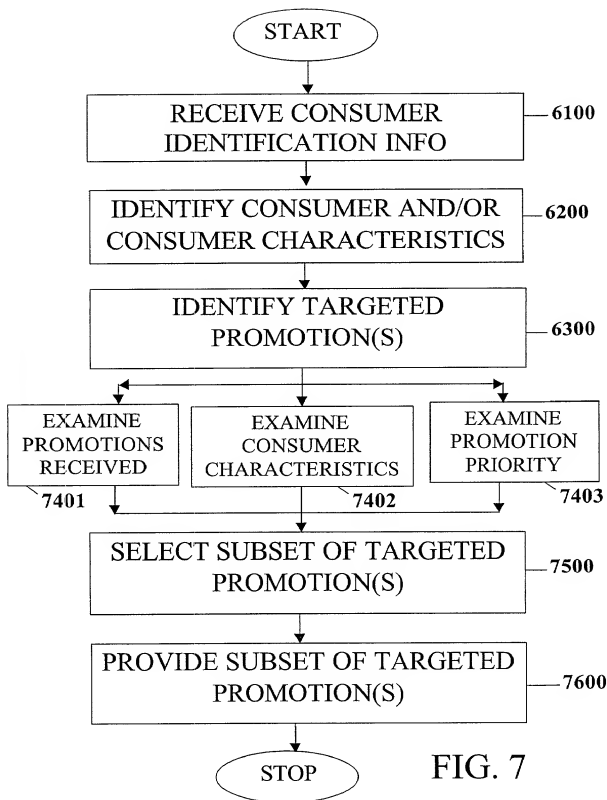


FIG. 7

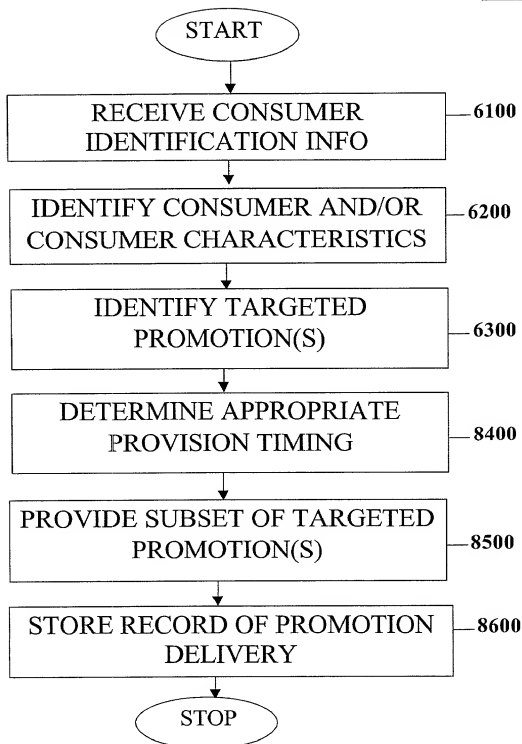


FIG. 8

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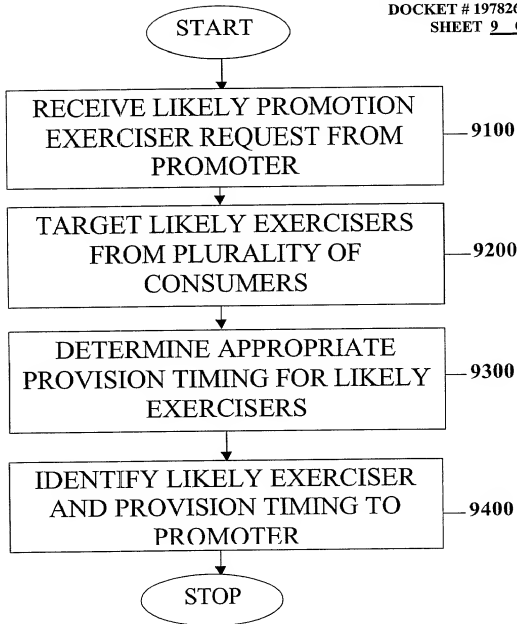


FIG. 9

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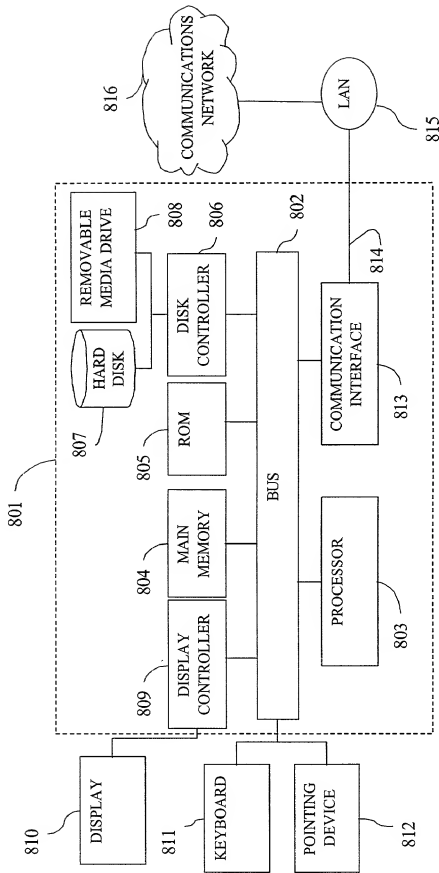


FIG. 10